



# MIDOFMED

MEDITERRANEAN BUSINESS SUMMIT

30.01.2024

DURATION LOCATION DESCRIPTION OF PROGRAMME

09:00 - 09:45 ARRIVAL AND WELCOMING OF PARTICIPANTS

10:00 - 11:20

GRAND HALL

*Panel Discussion: CREATIVE MEDITERRANEAN - BEST PRACTICES IN THE CULTURAL AND CREATIVE INDUSTRIES*

**Moderator:** Mr. Sertaç ERSAYIN, President YEKON, WDO ( World Design Organization), ExCom & Board Member (2019 - 2023) WDO Regional Advisor/Europe ( 2024 - ) The Association of Creative Industries Council, President ( 2019 - )

**Panelist 1:** Ms. Sevay İpek AYDIN, Director of the Creative Economy Research Centre at Izmir University of Economics (IUE)

**Panelist 2:** Ms. Pinar SİPAHI, Architect, Academician, Founder of ADDU Design, Order of Chivalry Italian Republic,

**Panelist 3:** Mr. Emre ERBİREK, Cofounder, Culture Unleashed

**Panelist 4:** Ms. Nabat GARAKNOVA, CEO, Mezo Digital

**Panelist 5:** Ms. Duygu YAYGIR, Head Of Cultural Services and Creative Industries Department of the Ministry Commerce of the Republic of Turkey



DAY 2

GRAND HALL



30.01.2024

DURATION

LOCATION

DESCRIPTION OF PROGRAMME

11:20 - 12:20

GRAND HALL

**Panel Discussion: CLOSING THE GENDER GAP IN BUSINESS THROUGH INNOVATIVE METHODS**

**Moderator:** Ms. Marta MAIQUES, Communication Manager, Training Developer and Equality Expert, Federation of Businesswomen Organizations in the EuroMediterranean (AFAEMME)

**Panelist 1:** Ms. Oya EROĞLU, President, Federation of Entrepreneur Business Women (GİFED)

**Panelist 2:** Ms. Hamida MRABET, CIFE Board Member, Former Tunisian Ambassador

**Panelist 3:** Ms. Emine ERDEM: President, Federation of Sectoral Associations (SEDEFED) - Vice President, Turkish Enterprise and Business Confederation (TÜRKONFED)

**Panelist 4:** Ms. Anna DORANGRICCHIA, Gender Expert, The Union for the Mediterranean (UfM)

12:20 - 13:20

LUNCH BREAK

13:20 - 14:20

GRAND HALL

**Panel Discussion: COMMON VALUES AND BUSINESS CULTURE OF THE MEDITERRANEAN**

**Moderator:** Mr. Nedim ATILLA, Journalist, Author

**Panelist 1:** Ms. İçim KAVUKLU, President, Association for Supporting Women Entrepreneurs (GİKAD)

**Panelist 2:** Ms. Shahed DEEBAJAH, Senior Marketing & Communication Executive, Abdali investment and Development PSC

**Panelist 3:** Ms. Fatma OLTEN, President, TAİDER

**Panelist 4:** Mr. Şemun Alp BİBER, General Manager, Anatolia Tile and Stone Inc



DAY 2

GRAND HALL



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30.01.2024

DURATION	LOCATION	DESCRIPTION OF PROGRAMME
14:20 - 14:40	GRAND HALL	<b>Keynote Speech: Science, Technology and Innovation for a Better Mediterranean</b> Prof. Dr. Yusuf BARAN, Rector, Izmir Institute of Technology (IZTECH)
14:40 - 15:40	GRAND HALL	<b>Panel Discussion: POWERFUL WOMEN IN ANATOLIA</b> <b>Moderator:</b> Filiz EVRAN, Municipal Consultancy Federation of Entrepreneur Business Women (GİFED)  Ms. Özlem Erkul, President, İŞKAD Ms. Canan KARALAR YÜKSEL, President, KAİSDER Ms. Ufuk ÇKINCI, President, GAGİKAD Ms. Nihan ÇAKICI, President, KOİDER Ms. Şeyda ŞENÇAYIR, President, BUIKAD Ms. Samiye HANCIOĞLU, President, AFİKAD
15:40-16:00	GRAND HALL	<b>Panel Discussion: FINAL EVALUATION</b> Ms. Prof. Dr. Aylin GÖZTAŞ, Lecturer, Izmir University of Economics Mr. Prof. Dr. C. Coşkun KÜÇÜKÖZMEN, Lecturer, Ege University
16:00-16:45	GRAND HALL	<b>INTERNATIONAL PHOTOGRAPHY CONTEST AWARD CEREMONY</b>
19:00	GRAND HALL	<b>FINAL CONCERT</b>



DAY 2

GRAND HALL